12

Media and Information Literacy

Quarter 2 – Module 13:
Motion Information and Media

Lesson 1
Motion Information and Media

Have you ever tried to make a flipbook? If yes, I can firmly say that you had an amazing childhood life. If not, it is alright. It is never too late to try. If you have no idea of what a flipbook is, it is a book with a series of graphics or images that differ from one page to another. It is one of the earliest forms of animation. However, though it is ancient in comparison to other motion-based media, the primary principles of a flipbook are still useful in producing commercials, films, television shows, or any motion-based media presentation. In this lesson, you will be learning everything about motion information and media and its importance.

Image courtesy of: https://commons.wikimedia.org/wiki/File:Flipbook.jpg

What is It

Motion Information and Media

Motion, Motion Media, and Motion Information

There is no universally adopted definition for the term "*motion media.*" Nevertheless, the very idea relies on the definition of its first word, which is motion. ***Motion*** is described as the act or process of moving or being moved (Oxford University, n.d.). It is the action of constantly moving from one place to the next or changing position (HarperCollins, n.d.). Therefore, ***motion media*** can be defined as a media communication that provides the presence of spatial movement of texts and images. Practically, these are visual media. Aside from that, motion media are considered as collections of images and footages. These media are combined with other media, such as text and audio, to produce multimedia. ***Motion Information***, otherwise, is the file or clip that is created using motion media. Occasionally, it is utilized as a support to the visual tracking of a certain thing or object.

In motion media, every graphic or image is a frame. Through ***rendering***, or the act of displaying consecutively various frames per second, motion is produced. For one to have a smooth animation, one must have 24 frames or more per second. This series of frames or graphics follows a sequence to create a story or a message. This sequence is called a ***storyboard***. It represents the shots planned for a commercial, film, or television show (Oxford University, n.d.).

Characteristics of Motion Media

Here are some *characteristics of motion media*:

- ❖ These transfer messages to many people
- ❖ These deliver the same message to the audience at once
- ❖ These represent messages that are typically indifferent and temporary
- ❖ These are multisensory
- ❖ These are formal, influential channels of communication
- ❖ These are contributors in behavior and attitude alteration
- ❖ These discuss some important issues, persons, organizations, or social movements

Production of Motion Media

Motion media can be produced in two ways: **Informal** and **Formal**. Informally produced motion media are created by people just for personal consumption. In contrast, formally produced motion media are made by professionals, such as film directors, who follow the standard of the industry when it comes to the refinement and creation of motion media. The formal production of motion media includes the succeeding steps:

- ❖ Generating of storyboard

❖ Scriptwriting and dialogue recording
❖ Sketching for animation; Acting and shooting for video
❖ Adding background music and background details
❖ Rendering

Formats of Motion Media

There are numerous widely accepted *formats of motion media*:

❖ *Film* – a series of moving graphics or images, with accompanying of a recorded sound
❖ *Television* – a telecommunication system for transmitting and receiving visual images and sounds that are reproduced on screens (Oxford University, n.d.)
❖ *Interactive Video* – a kind of digital video that involves the user's interaction and participation
❖ *Others* *(such as Internet and Mobile Phone)*

Sources of Motion Media

The following are some *sources of motion media*:

❖ *Internet* - a universal computer network that delivers a variety of information and communication facilities (Oxford University, n.d.)
❖ *Film and Television Studios* - a place where films, television shows, and broadcast productions are produced (HarperCollins, n.d.)
❖ *Broadcast Channels* - a terrestrial frequency or computer-generated number over which a broadcast station or broadcast network is disseminated
❖ *Video Channels* - an account on an online media sharing or streaming service from which one can create media content, such as videos, accessible to other people who are also using the service (Merriam-Webster, n.d.)
❖ *Library* - a building or room that contains collections of books, periodicals, and sometimes movies and recorded audio for people to read, borrow, or refer to (Oxford University, n.d.)

Basic Methods on Determining the Credibility of Motion Media

For us to know the trustworthiness of a motion-based media presentation, we must discuss the *basic methods on determining the credibility of motion media*:

❖ *Validity of the information* – we need to know if the information was peer-reviewed and provable
❖ *Source* – we need to identify the types of source used to generate the information; we also need to determine if the video was an actual footage of the event or a mere representation of the information learned about it
❖ *Relationship of the author to the event* – we need to learn if the author has first-hand knowledge about the event

❖ *Technical methods of detecting tampered/fake video*:
  o *Video smoothness*
  o *Lighting coverage matches*

o *Scale and size consistent* - scale refers to the size of an object in relation to another object

Advantages of Motion Media

Here are some *advantages of motion media*:

❖ These provide better mastery of processes
❖ These display the procedures in detail and in sequence
❖ These allow for harmless observation
❖ These capture motion in a manner that can be viewed over and over
❖ These allow recreation of the scenes, history, events, and phenomena
❖ These contribute in molding personal and social attitudes
❖ These provide problem-solving skills for the viewers
❖ These promote cultural understanding and appreciation
❖ These establish harmony among the people with different cultural backgrounds

Limitations of Motion Media

If there are advantages of motion media, there are also limitations. Here are the several *limitations of motion media*:

❖ These cannot be interrupted by the viewers
❖ These are, at times, unsuitable for other topics that are presented best using stagnant pictures
❖ These are subject to misinterpretation, especially for younger audiences who lack maturity
❖ These are oftentimes more expensive than other forms of visual media

Elements and Principles of Motion Design

Motion is a vital part of any commercial, film, or television show. It is significant because the movement of the combination of texts and images or pictures delivers an effective message to the viewers. A well-crafted motion makes the audience appreciate any motion-based media presentation. This is the main reason why it is significant to know the elements and principles of motion design. ***Motion Design*** is a discipline that applies the principles of graphic design to filmmaking and video production through utilization of animation and visual effects. The following are the *elements of motion design* or the things that a person must work with to create a motion:

❖ ***Speed*** – highlights the tone of the movement; The two types are:
   o ***Fast Movement*** – provides alertness and escalating emotions
   o ***Slow Movement*** - indicates weariness, seriousness, or sorrow
❖ ***Direction*** – specifies a movement from one route to another; refer to the growth or shrinkage of an object or thing
❖ ***Motion Path*** - refers to the spatial movement that a thing or an animated object will take; displays the change in direction of a certain movement
❖ ***Timing*** – is used to explain or strengthen the message or the event; it has two kinds:
   o ***Objective Timing*** - can be measured in seconds, minutes, hours, days, etc.

o ***Subjective Timing*** - is psychologically experienced or felt

Aside from the objects that a person must work with in producing a certain motion, *principles of motion design*, or the motion techniques for merging the various elements or objects of motion design, should also be studied:

❖ Speed, direction, and timing should portray natural laws of physics.
❖ Timing influences recall.
❖ Transitions are utilized to shift between scenes.
❖ Sound and color enhance depth and purpose to a certain movement.
❖ Cartooning one's image and text offers dynamic movement. This can be easily done by the following movements: *stretching*, *rotating*, and *squashing*.
❖ Blurring can be used in several ways. In animation, blurring gives the illusion of fast movement. In videos, blurring is frequently used to censor confidential information or sensitive content.
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